CONTRACT



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And:

MENTZER MEDIA DO NOT MAIL **600 FAIRMOUNT AVENUE SUITE 306 TOWSON, MD 21286**

	Contract / Rev	vision		Alt Order #	_		
	333841	/					
Product							
SENATE 2012							
Contract Dates	Estimate #						
09/25/12 - 10/01/12	1314						
Advertiser			Ori	iginal Date	/ Revision		
LINDA MCMAHON FOR S	ENATE		C	9/06/12	/ 09/06/12		
	Billing Cycle			endar_	Cash/Trade		
	EOM/EOC	Broado	ast		Cash		
	Station	Accou	nt E	xecutive	Sales Office		
	WVIT	Corey L		e	Philadelphia NS		
	Special Hand	ling			•		

Advertiser Code

Advertiser Ref

20828

Total Ratings 201.00

Product Code

Demographic RA35+

IDB#

1021 Agency Ref

42748

Spots/ Rate Rtn TypeSpots *Line Ch Start Date End Date Description Start/End Time Length Week Days Amount WVIT 09/25/12 09/30/12 6-7A CT NEWS TODAY 6A-7A :30 NM \$450.00 Weekdays Rating Start Date **End Date** Spots/Week Rate - - W- - - -Week: 09/24/12 09/30/12 \$450.00 4.00 12P-1P 2 WVIT 09/25/12 09/30/12 12-1P AH LIVE :30 NM 4 \$300.00 Spots/Week Start Date **End Date** Weekdays Rate Rating 09/30/12 1.00 Week: 09/24/12 - 1111--\$75.00 3 WVIT 09/25/12 09/30/12 4-5P ELLEN 4P-5P :30 NM 8 \$1,600.00 IΡ Weekdays Rating Start Date **End Date** Spots/Week Rate Week: 09/24/12 09/30/12 - 2222- -\$200.00 3.00 WVIT 09/25/12 09/30/12 5-6P CT NEWS @ 5PM 5P-6P :30 NM 4 \$3,400.00 CDR Weekdays Spots/Week Start Date **End Date** Rate Rating Week: 09/24/12 4.00 09/30/12 - 1111-WVIT 09/25/12 09/30/12 6-630P M-F CT NEWS @ 6 6P-630P :30 NM \$1,200.00 CDR Start Date **End Date** Weekdays Spots/Week Rate Rating 09/30/12 5.00 Week: 09/24/12 - - W- - - -\$1,200.00 WVIT 09/25/12 09/30/12 7-730P EXTRA 7P-730P :30 NM \$1,800.00 ΙP Spots/Week Start Date **End Date** Weekdays Rate Rating 09/24/12 09/30/12 WVIT 09/25/12 09/30/12 730-8P ACCESS HOLLYWO 730P-8P NM 7 :30 \$1,800.00 IΡ

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.

Contract Agreement Between: Print Date 09/24/12 Page 2 of 4



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					LINDA	NICIVIAI	ION FOR 3		00/00/12	, 00.	
*Line Ch St	art Date End D	ate Description	on	Start/End T	ime	Days	Sp Length We	ots/ eek Rate	Rtn TypeS	pots	Amount
Week: Start D	2 09/30/12	Weekdays - 1111	Spots/Week 4	Rate \$450.00	3.00						
N 8 WVIT 09 IP Start D Week: 09/24/1	ate End Date	12 1135-1235 <u>Weekdays</u> - 1111	Spots/Week 4		A Rating		:30		NM	4	\$900.00
N 9 WVIT 09				11P-1135P	- ·		:30		NM	3	\$2,400.00
Week: 09/24/1	2 09/30/12	Weekdays - 1 - 1 - 1 -	Spots/Week 3	\$800.00	4.00						40.000.00
N 10 WVIT 09 IP Start D Week: 09/24/1	ate End Date	12 8-9P THE Weekdays - T	Spots/Week	8P-9P <u>Rate</u> \$2,000.00	Rating		:30		NM	1	\$2,000.00
N 11 WVIT 09	9/25/12 09/30/	12 W9-11P L		R \$9P-11P			:30		NM	1	\$1,600.00
Start D Week: 09/24/1	2 09/30/12	Weekdays W	Spots/Week 1	\$1,600.00	Rating 4.00						
N 12 WVIT 09 CDR Start D Week: 09/24/1	ate End Date	12 F9-10P GI <u>Weekdays</u> F	Spots/Week	9-10P <u>Rate</u> \$1,800.00	Rating 4.00		:30		NM	1	\$1,800.00
N 13 WVIT 09	9/25/12 09/30/	12 10-11P DA		10P-11P			:30		NM	1	\$1,500.00
Start D Week: 09/24/1	2 09/30/12	Weekdays F	Spots/Week 1	\$1,500.00	Rating 3.00						
N 14 WVIT 09 CDR Start D Week: 09/24/1	ate End Date	12 6-7A CT N <u>Weekdays</u> S-	Spots/Week	6A-7A <u>Rate</u> \$200.00	Rating 2.00		:30		NM	1	\$200.00
N 15 WVIT 09 IP Start D			JRDAY TODAY Spots/Week	7A-9A Rate	Rating		:30		NM	1	\$350.00
Week: 09/24/1	2 09/30/12	Weekdays S- 12 6-630P C1	1	\$350.00	4.00		:30		NM	1	\$550.00
IP Start D Week: 09/24/1		Weekdays S-	Spots/Week 1	<u>Rate</u> \$550.00	Rating 6.00						
N 17 WVIT 09 IP Start D		12 6-630P CT Weekdays	NEWS SUN @		Rating	1	:30		NM	1	\$550.00
Week: 09/24/1	2 09/30/12	S	1	\$550.00 7A-8A	6.00		:30		NM	1	\$175.00
IP											

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FOR NBC & TELEMUNDO STATION CONTRACTS:

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FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I I.

Contract Agreement Between: Print Date 09/24/12 Page 3 of 4



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			Spots/			
*Line Ch Start Date End Date Description	Start/End Ti	me Days	Length Week	Rate Rtn TypeSpot	S	Amount
Week: 09/24/12 End Date Weekdays Spots/Week	Rate \$175.00	Rating 3.00				
N 19 WVIT 09/25/12 09/30/12 8-9A SUNDAY TODAY	8A-9A		:30	NM	1	\$350.00
IP						
Start Date Week:End Date 09/24/12Weekdays 09/30/12Spots/Week 1	Rate \$350.00	Rating 4.00				
N 20 WVIT 09/25/12 09/30/12 FTBL NIGHT AMERICA	7P-8P		:30	NM	1	\$1,000.00
IP						
Week: 09/24/12 End Date 09/30/12 Spots/Week 1	Rate \$1,000.00	Rating 2.00				
N 21 WVIT 10/01/12 10/01/12 6-7A CT NEWS TODAY	6A-7A		:30	NM	1	\$450.00
IP		5				
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 M 1	<u>Rate</u> \$450.00	Rating 4.00				
N 22 WVIT 10/01/12 10/01/12 12-1P AH LIVE	12P-1P	4.00	:30	NM	1	Ф 7 Е 00
IP	12P-1P		.30	INIVI	ı	\$75.00
Start Date End Date Weekdays Spots/Week	Rate	Rating				
Week: 10/01/12 10/07/12 M 1	\$75.00	1.00				
N 23 WVIT 10/01/12 10/01/12 4-5P ELLEN	4P-5P		:30	NM	2	\$400.00
IP						
Start Date End Date Weekdays Spots/Week		Rating		Ī		
Week: 10/01/12 10/07/12 M 2	\$200.00	3.00				
N 24 WVIT 10/01/12 10/01/12 5-6P CT NEWS @ 5PM	5P-6P		:30	NM	1	\$550.00
IP	Data	Detien				
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 M 1	<u>Rate</u> \$550.00	Rating 4.00				
N 25 WVIT 10/01/12 10/01/12 6-630P M-F CT NEWS @ 6	*****		:30	NM	1	\$800.00
IP	01 -0301		.50	INIVI	•	φουσ.σσ
"Start Date End Date Weekdays Spots/Week	Rate	Rating				
Week: 10/01/12 10/07/12 M 1	\$800.00	5.00				
N 26 WVIT 10/01/12 10/01/12 630-7P NIGHTLY NEWS	630-7P		:30	NM	1	\$2,000.00
IP						
Start Date End Date Weekdays Spots/Week	Rate	Rating				
Week: 10/01/12 10/07/12 M 1	\$2,000.00	6.00				
N 27 WVIT 10/01/12 10/01/12 7-730P EXTRA	7P-730P		:30	NM	1	\$450.00
IP Start Date End Date Weekdays Spots/Week	Rate	Rating				
Week: 10/01/12 10/07/12 W 1	\$450.00	3.00				
N 28 WVIT 10/01/12 10/01/12 730-8P ACCESS HOLLYWO	•		:30	NM	1	\$450.00
IP				1 1111	•	ψ.00.00
Start Date End Date Weekdays Spots/Week	Rate	Rating				
Week: 10/01/12 10/07/12 M 1	\$450.00	3.00				
N 29 WVIT 10/01/12 10/01/12 1135-1235A TONIGHT SHC	N1135P-1235A		:30	NM	1	\$225.00
IP						

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Contract Agreement Between: Print Date 09/24/12 Page 4 of 4



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	Contract / Revision 333841 /	Alt Order #
Contract Dates 09/25/12 - 10/01/12	Product SENATE 2012	Estimate # 1314
Advertiser LINDA MCMAHON FOR	S	Original Date / Revision 09/06/12 / 09/06/12

							Spots/				
*Line Ch Start I	Date End D	ate Descripti	ion	Start/End T	ïme Da	ays Length V	Veek	Rate Rtn	Type	Spots	Amount
Start Date Week: 10/01/12	End Date 10/07/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$225.00	Rating 3.00						
N 30 WVIT 10/01/	/12 10/01/	12 11-1135P	LATE NEWS	11P-1135P		:30			NM	1	\$800.00
IP											
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> M	Spots/Week	Rate \$800.00	Rating 4.00						
			<u>'</u>	¥	4.00						
N 31 WVIT 10/01/	/12 10/01/ ⁻	12 M8-10P V	OICE	8-10P		:30			NM	1	\$3,800.00
CDR											
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/01/12	10/07/12	M	1	\$3,800.00	7.00						
N 32 WVIT 10/01/	/12 10/01/	12 M10-11P	REVOLUTION	10P-11P		:30			NM	2	\$3,600.00
IP											
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/01/12	10/07/12	M	2	\$1,800.00	5.00						
							Totals	201.00		58	\$37,525.00

Time Period	# of Spots	Gross Amount	Net Amount			
08/27/12 -09/30/12	44	\$23,925.00	\$20,336.25			
10/01/12 -10/01/12	14	\$13,600.00	\$11,560.00			
Totals	58	\$37,525.00	\$31,896.25			

Signature:	Date:	

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